ORDER

Orders Order / Rev: 692525 Alt Order #: Product Desc: July 31-Aug 6 **KSDK** Estimate: 07/31/12 - 08/07/12 Flight Dates: Primary AE: Local House Original Date / Rev: 08/06/12 / 08/06/12 Sales Office: KSDK Order Type: Political Sales Region: LOC **Patrick Media** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast P.O. Box 317 Billing Cycle: EOM/EOC Marshfield, MO 65706 Agency Commission: 15% Advertiser Name: Kinder for Lt. Governor Demographic: A25-54 New Business Thru: **Product Codes:** PL-State/Local Misc Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/07/12 | 39 | \$35,275.00 | \$29,983.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|-------------|---------|--------------|-------------|--------|
| August 2012 | 39 | \$35,275.00 | \$29,983.75 | 0.00 |
| Totals | 39 | \$35,275.00 | \$29,983.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Local House | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSDK | 35% | \$35,275.00 |
| Market | 100% | \$100,785.71 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 0% | \$0.00 |
| KETC | 0% | \$0.00 |
| KMOV | 0% | \$0.00 |
| KNLC | 0% | \$0.00 |
| KPLR | 0% | \$0.00 |
| KTVI | 0% | \$0.00 |
| UNKWN | 65% | \$65,510.71 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln Ch Start End | Inventory Code | Break | Start/End | I Time Days | Len Spo | ots | Rate Pri | Rtg Type | Spots | Amount |
|----------------------------|----------------|------------|-----------|-------------|----------|------|--------------|----------|-------|----------|
| 1 KSDK 07/31/12 08/03/12 | M-F 5-6A | CM | 5-6A | - 1111 | :30 | 4 | \$250.00 P-3 | 0.00 NM | 4 | \$800.00 |
| | 5-6a | | | | | | | | | |
| Start Date End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 07/30/12 08/05/12 | - 1111 | 4 | \$250.00 | 0.00 | | | | | | |
| Spot Ch Date Range D | escription | Start | /End Time | | Weekdays | Leng | gth Rate | Rtg Type | | |
| 1 KSDK 07/30/12-08/05/12 N | 1-F 5-6A | 5-6A | | | - TWThF | - :: | | 0.00 NM | | |
| 2 KSDK 07/30/12-08/05/12 N | 1-F 5-6A | 5-6A | | | - TWThF | - : | 30 \$200.00 | 0.00 NM | | |

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KSDK

Order / Rev: 692525 Advertiser: Kinder for Lt. Governor July 31-Aug 6 Alt Order #: Product Desc:

Flight Dates: 07/31/12 - 08/07/12 Estimate:

| Ln Ch Start | End | Inventory Code | Break | Start/End | Time Days | Len Spot | s Ra | ate Pri | Rtg Type | Spots | Amount |
|-----------------------------------|-------------------------------|----------------------------------|---------------------|-------------------------------|----------------|------------|------------------|-------------------------|---------------------|-------|------------|
| 1 KSDK 07/31/1 | 2 08/03/12 | M-F 5-6A | CM | 5-6A | - 1111- | - :30 | 4 \$25 | 0.00 P-3 | 0.00 NM | 4 | \$800.00 |
| Start Date | End Date | 5-6a Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 07/30/12 | 08/05/12 | - 1111 | 4 | \$250.00 | 0.00 | | | | | | |
| Spot Ch Date Ra 3 KSDK 07/30/12 | | escription | <u>Star</u> 5-6A | /End Time | | Weekdays 1 | Length :30 | | Rtg Type 0.00 NM | | |
| 4 KSDK 07/30/12 | | | 5-6A | | | - ТWГhF | :30 | | 0.00 NM | | |
| 2 KSDK 08/06/1 | | | CM | 5-6A | M | | | 0.00 P-3 | 0.00 NM | 1 | \$250.00 |
| 2 10011 00/00/1 | 2 00/00/12 | 5-6a | OW | 0 0/1 | 141 | .00 | ι ψ20 | 0.001 0 | 0.00 14101 | | Ψ200.00 |
| Start Date Week: 08/06/12 | End Date 08/12/12 | Weekdays M | Spots/Week 1 | Rate \$250.00 | Rating 0.00 | | | | | | |
| 3 KSDK 07/31/1 | 2 08/03/12 | M-F 6-7A 6-7a | CM | 6-7A | - 1111- | - :30 | 4 \$40 | 0.00 P-3 | 0.00 NM | 4 | \$2,400.00 |
| Start Date | End Date | Weekdays - 1111 | Spots/Week | Rate | Rating | | | | | | |
| Week: 07/30/12 Spot Ch Date Ra | 08/05/12 ange D | escription | 4 Star | \$400.00 <u>E/End Time</u> | 0.00 | Weekdays I | Length | Rate | Rtg Type | | |
| 1 KSDK 07/30/12 | | | 6-7A | | | - TWГhF | | | 0.00 NM | | |
| See MG 3.5 | | D. \$600] | | | | | | | | | |
| 2 KSDK 07/30/1 | ate Section 2 2-08/05/12 N | • | 6-7A | | | - TWThF | :30 + | (\$400.00) | 0.00 <i>NM</i> | | |
| See MG 3.5 | | | | | | | , | , | | | |
| 1 (Rais e to R 3 KSDK 07/30/12 | ate Section 2 2-08/05/12 N | • | 6-7 <i>A</i> | | | - ТWГhF | :30 + | (\$400.00) | 0.00 <i>NM</i> | | |
| See MG 3.5 | | | | | | | , | , | | | |
| [Rais e to R 4 KSDK 07/30/12 | ate Section 2 2-08/05/12 M | • | 6-7 <i>A</i> | | | - ТWГhF | -30 4 | (\$400 00) | 0.00 <i>NM</i> | | |
| See MG 3.5 | | 77 0 771 | 0 17 | • | | 111111 | ,00 (| φ100.00) | 0.00 74117 | | |
| • | ate Section 2 | • | 0.74 | | | mum) n | 00 | 4000.00 | 0.00 1114 | | |
| 5 KSDK 07/31/12 | | I-F 6-7A | 6-7A | L | | - TWГhF | :30 | \$600.00 | 0.00 NM | | |
| [revised rate 6 KSDK 07/31/12 | ∍] | I E 6 7A | 6-7A | | | - TWThF | :30 | \$600.00 | 0.00 NM | | |
| ⊕ MG for 3.4, | | 1-1- 0-7 A | 0-77 | • | | - 1 WIIII | .30 | φουσ.σσ | U.UU INIVI | | |
| [revised rate | - | 15074 | 0.74 | | | mum) r | 00 | # 000 00 | 0.00 NIM | | |
| 7 KSDK 07/31/12 | | I-F 6-7A | 6-7A | | | - TWГhF | :30 | \$600.00 | 0.00 NM | | |
| [revised rate | | | | | | | | | | | |
| 8 KSDK 07/31/12 | | I-F 6-7A | 6-7A | | | - TWThF | :30 | \$600.00 | 0.00 NM | | |
| MG for 3.4, (revised rate | | | | | | | | | | | |
| 4 KSDK 08/06/1 | 2 08/06/12 | M-F 6-7A | CM | 6-7A | M | - :30 | 1 \$40 | 0.00 P-3 | 0.00 NM | 1 | \$400.00 |
| Otant Data | E. J.D. | 6-7a | 0 | Data | Detien | | | | | | |
| Start Date Week: 08/06/12 | End Date 08/12/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$400.00 | Rating 0.00 | | | | | | |
| 5 KSDK 07/31/1 | 2 08/03/12 | Olympics Weekd Olympics Weekd | | | eekday- 2222- | - :30 | 8 \$75 | 0.00 P-2 | 0.00 NM | 5 | \$3,750.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 07/30/12 Spot Ch Date Ra | 08/05/12 | - 2222 escription | 8 Start | \$750.00 t/End Time | 0.00 | Weekdays I | Length | Rate | Rtg Type | | |
| | | escription Nympics Weekday | | npics Weekda | | - TWThF | | | 0.00 <i>NM</i> | | |
| Credited | | | | | | | | | | | |
| [credit] 3 KSDK 07/30/12 | 2-08/05/12 C | Nympics Weekday | DT Olvn | npics Weekda | | - ТWГhF | :30 + | (\$750.00) | 0.00 <i>NM</i> | | |
| Credited | | | -) | | | | - 1 | / | | | |
| [credit] | 2 09/05/12 0 | Numnics Wookday | DT Olym | npics Weekda | | - ТWГhF | .20 4 | (\$ 75 0.00) | 0.00 <i>NM</i> | | |
| Credited | 2-00/03/12 C | Nympics Weekday | DI Olyli | ibios Meeros | | - 1 M1111 | .30 † | ψ1 00.00) | 0.00 INIVI | | |
| [credit] | a as tall 1 | | | 01 | | | | - | | | . |
| 6 KSDK 08/06/1 | 2 08/06/12 | Olympics Weekd Olympics Weekd | | Olympics We | eekdayM | - :30 | 2 \$75 | 0.00 P-2 | 0.00 NM | 2 | \$1,500.00 |

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 Order / Rev:
 692525
 Advertiser:
 Kinder for Lt. Governor

 Alt Order #:
 Product Desc:
 July 31-Aug 6
 KSDK

 Flight Dates:
 07/31/12 - 08/07/12
 Estimate:

| Ln Ch Start End | Inventory Code | Break | Start/End | Time Days | Len Spo | ts | Rate Pri | Rtg Type | Spots | Amount |
|---|------------------------------------|-----------------|------------------|----------------|-----------------|-----|---------------------------|----------------|-------|------------|
| 6 KSDK 08/06/12 08/06/12 | Olympics Weekda Olympics Weekda | • | Olympics W | eekdayM | :30 | 2 | \$750.00 P-2 | 0.00 NM | 2 | \$1,500.00 |
| <u>Start Date</u> <u>End Date</u> Week: 08/06/12 <u>08/12/12</u> | Weekdays M | Spots/Week 2 | Rate \$750.00 | Rating 0.00 | | | | | | |
| N 7 KSDK 07/31/12 08/03/12 | M-F 430-5p Jeopardy | СМ | 430-5p | - 1111 | :30 | 4 | \$500.00 P-3 | 0.00 NM | 4 | \$1,750.00 |
| Start Date Week: 07/30/12 End Date 08/05/12 | Weekdays - 1111 | Spots/Week 4 | Rate \$500.00 | Rating 0.00 | | | | | | |
| Spot Ch Date Range | <u>Description</u> | Star | t/End Time | <u>v</u> | Veekdays | Len | gth Rate | Rtg Type | | |
| 1 KSDK 07/30/12-08/05/12 I | M-F 430-5p | 430- | 5p | - | TWThF | | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See MG 7.5 | | | | | | | | | | |
| [Did not run - per as rur | | | - | | mum) r | | 00 (0500 00) | | | |
| 4 KSDK 07/30/12-08/05/12 I | M-F 430-5p | 430- | 5p | - | TWThF | | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See MG 7.6 [Did not Air- Glendale F | Police Denarment ne | ws conferenc | [م | | | | | | | |
| 5 KSDK 08/07/12-08/07/12 N | • | 5-6A | - | _ | Т | | 30 \$375.00 | 0.00 NM | | |
| ⊕ MG for 7.1 07/31 | | 0 0/ | • | | - | • | φονοίσο | 0.00 14.01 | | |
| [n/a] | | | | | | | | | | |
| 6 KSDK 08/07/12-08/07/12 N | И-F 5-6A | 5-6A | ١ | - | T | : | 30 \$375.00 | 0.00 NM | | |
| → MG for 7.4 08/03 | | | | | | | | | | |
| [8/3 n/a] | | | | | | | | | | |
| 8 KSDK 08/06/12 08/06/12 | M-F 430-5p Jeopardy | CM | 430-5p | M | :30 | 1 | \$500.00 P-3 | 0.00 NM | 1 | \$500.00 |
| Start Date End Date Week: 08/06/12 08/12/12 | <u>Weekdays</u> M | Spots/Week 1 | Rate \$500.00 | Rating 0.00 | | | | | | |
| 9 KSDK 07/31/12 08/03/12 | M-F 4P News News 5 at Four | CM | 4-430P | - 1111 | :30 | 4 | \$450.00 P-3 | 0.00 NM | 4 | \$1,800.00 |
| Start Date End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 07/30/12 08/05/12 | - 1111 | 4 | \$450.00 | 0.00 | | | | | | |
| 10 KSDK 08/06/12 08/06/12 | M-F 4P News News 5 at Four | CM | 4-430P | M | :30 | 1 | \$450.00 P-3 | 0.00 NM | 1 | \$450.00 |
| <u>Start Date</u> <u>End Date</u> Week: 08/06/12 <u>08/12/12</u> | <u>Weekdays</u> M | Spots/Week 1 | Rate \$450.00 | Rating 0.00 | | | | | | |
| 11 KSDK 07/31/12 08/03/12 | M-F 5P News News Channel 5 a | CM at 5P | 5-530P | - 1111 | :30 | 4 | \$800.00 P-3 | 0.00 NM | 4 | \$4,800.00 |
| Start Date End Date Week: 07/30/12 08/05/12 | Weekdays - 1111 | Spots/Week 4 | Rate \$800.00 | Rating 0.00 | | | | | | |

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 Order / Rev:
 692525
 Advertiser:
 Kinder for Lt. Governor

 Alt Order #:
 Product Desc:
 July 31-Aug 6
 KSDK

 Flight Dates:
 07/31/12 - 08/07/12
 Estimate:

| | D | - : 5 | | 5. 5. | D: T 0 | |
|--|---|----------------|----------------------------------|----------------------------|----------------|--------------|
| Ln Ch Start End Inventory Code | Break Start/End | | Len Spots | | Rtg Type Spo | |
| 11 KSDK 07/31/12 08/03/12 M-F 5P News News Channel 5 at | CM 5-530P | - 1111 | :30 4 | \$800.00 P-3 | 0.00 NM | 4 \$4,800.00 |
| | - | Poting | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 07/30/12 08/05/12 -1111 | <u>Spots/Week</u> <u>Rate</u> 4 \$800.00 | Rating 0.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | | Veekdays Lei | ngth Rate | Rtg Type | |
| 1 KSDK 07/30/12-08/05/12 M-F 5P News | 5-530P | - | TWThF | :30 (\$800.00) | 0.00 <i>NM</i> | |
| See MG 11.5,11.6,11.7,11.8 [must offer Rate Section 2 - \$1200 to clear.] | | | | | | |
| 2 KSDK 07/30/12-08/05/12 M-F 5P News | 5-530P | - | TWThF | :30 (\$800.00) | 0.00 <i>NM</i> | |
| See MG 11.5,11.6,11.7,11.8 [must offer Rate Section 2 - \$1200 to clear.] | | | | | | |
| 3 KSDK 07/30/12-08/05/12 M-F 5P News | 5-530P | - | TWThF | :30 (\$800.00) | 0.00 <i>NM</i> | |
| See MG 11.5,11.6,11.7,11.8 | | | | | | |
| [must offer Rate Section 2 - \$1200 to clear.] | | | | | | |
| 4 KSDK 07/30/12-08/05/12 M-F 5P News | 5-530P | = | TWThF | :30 (\$800.00) | 0.00 <i>NM</i> | |
| See MG 11.5,11.6,11.7,11.8 | | | | | | |
| [must offer Rate Section 2 - \$1200 to clear.] 5 KSDK 07/31/12-08/03/12 M-F 5P News | E E20D | | TWThF | -20 ¢4 200 00 | 0.00 NM | |
| MG for 11.1,11.2,11.3,11.4 | 5-530P | - | 1 W111F | :30 \$1,200.00 | 0.00 INIVI | |
| [reinstate] | | | | | | |
| 6 KSDK 07/31/12-08/03/12 M-F 5P News | 5-530P | - | TWThF | :30 \$1,200.00 | 0.00 NM | |
| MG for 11.1,11.2,11.3,11.4 | | | | , , | | |
| [reinstate] | | | | | | |
| 7 KSDK 07/31/12-08/03/12 M-F 5P News | 5-530P | - | TWThF | :30 \$1,200.00 | 0.00 NM | |
| MG for 11.1,11.2,11.3,11.4 | | | | | | |
| [reinstate] | | | | _ | | |
| 8 KSDK 07/31/12-08/03/12 M-F 5P News | 5-530P | = | TWThF | :30 \$1,200.00 | 0.00 NM | |
| MG for 11.1,11.2,11.3,11.4 [reinstate] | | | | | | |
| | 014 5 5000 | 16 | | # 000 00 P 0 | 0.00.1114 | 4 44 000 00 |
| 12 KSDK 08/06/12 08/06/12 M-F 5P News News Channel 5 at | CM 5-530P : 5P | M | :30 1 | \$800.00 P-3 | 0.00 NM | 1 \$1,200.00 |
| | Spots/Week Rate | <u>Rating</u> | | | | |
| Week: 08/06/12 08/12/12 M | 1 \$800.00 | 0.00 | A/II | th | Dia Tara | |
| Spot Ch Date Range Description 1 KSDK 08/06/12-08/12/12 M-F 5P News | Start/End Time 5-530P | _ | <u>Veekdays</u> <u>Leı</u> ∕I | ngth Rate :30 \$1,200.00 | Rtg Type | |
| | | | | | | |
| 13 KSDK 07/31/12 08/03/12 M-F 6P News | CM 6-630P | - 1111 | :30 4 | \$850.00 P-3 | 0.00 NM | 4 \$5,100.00 |
| News Channel 5 at | - | Dating | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 07/30/12 08/05/12 -1111 | <u>Spots/Week</u> <u>Rate</u> 4 \$850.00 | Rating 0.00 | | | | |
| VVCCIN. 01/30/12 00/03/12 1111- | φουσο.00 | 0.00 | | | • | |

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 Order / Rev:
 692525
 Advertiser:
 Kinder for Lt. Governor

 Alt Order #:
 Product Desc:
 July 31-Aug 6
 KSDK

 Flight Dates:
 07/31/12 - 08/07/12
 Estimate:

| Ln Ch Start End Inventory Cod | e Break Start/End | Time Days Len Spots Rate Pri Rtg Type Spots Amount |
|--|---|--|
| 13 KSDK 07/31/12 08/03/12 M-F 6P News | CM 6-630P | -1111 :30 4 \$850.00 P-3 0.00 NM 4 \$5,100.00 |
| News Channel | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 07/30/12 08/05/12 -1111 | <u>Spots/Week</u> <u>Rate</u> 4 \$850.00 | Rating 0.00 |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate Rtg Type |
| 1 KSDK 07/30/12-08/05/12 M-F 6P News | 6-630P | - TWThF :30 (\$850.00) 0.00 <i>NM</i> |
| See MG 13.5,13.6,13.7,13.8 | | |
| [\$1275 - Rate Section 2 to clear.] | | |
| 2 KSDK 07/30/12-08/05/12 M-F 6P News | 6-630P | - TWThF :30 (\$850.00) 0.00 <i>NM</i> |
| See <i>MG 13.5,13.6,13.7,13.8</i> [\$1275 to clear- RS 2] | | |
| 3 KSDK 07/30/12-08/05/12 M-F 6P News | 6-630P | -TWThF :30 (\$850.00) 0.00 <i>NM</i> |
| See MG 13.5,13.6,13.7,13.8 | 0 0001 | .55 (\$555.55) 5.55 / 1111 |
| [\$1275 - Rate Section 2 to clear.] | | |
| 4 KSDK 07/30/12-08/05/12 M-F 6P News | 6-630P | -TWThF :30 (\$850.00) 0.00 <i>NM</i> |
| See MG 13.5,13.6,13.7,13.8 | | |
| [\$1275 - Rate Section 2 to clear.] | 0.0000 | THE |
| 5 KSDK 07/31/12-08/03/12 M-F 6P News | 6-630P | - TWThF :30 \$1,275.00 0.00 NM |
| MG for 13.1,13.3,13.4,13.2 [revised rate] | | |
| 6 KSDK 07/31/12-08/03/12 M-F 6P News | 6-630P | - TWThF :30 \$1,275.00 0.00 NM |
| MG for 13.1,13.3,13.4,13.2 | | • • |
| [revised rate] | | |
| 7 KSDK 07/31/12-08/03/12 M-F 6P News | 6-630P | - TWThF :30 \$1,275.00 0.00 NM |
| MG for 13.1,13.3,13.4,13.2 | | |
| [revised rate] 8 KSDK 07/31/12-08/03/12 M-F 6P News | 6-630P | - TWThF :30 \$1.275.00 0.00 NM |
| MG for 13.1,13.3,13.4,13.2 | 0-030F | - TWThF :30 \$1,275.00 0.00 NM |
| [revised rate] | | |
| 14 KSDK 08/06/12 08/06/12 M-F 6P News | CM 6-630P | M :30 1 \$850.00 P-3 0.00 NM 1 \$1,275.00 |
| News Channel | | |
| Start Date | Spots/Week Rate | Rating |
| Week: 08/06/12 08/12/12 M | 1 \$850.00 | 0.00 |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate Rtg Type |
| 1 KSDK 08/06/12-08/12/12 M-F 6P News | 6-630P | M :30 \$1,275.00 0.00 NM |
| 15 KSDK 08/03/12 08/03/12 Olympics Prime | , , | imetimF :30 1 \$4,650.00 P-2 0.00 NM 1 \$4,650.00 |
| Olympics Prime | | Defen |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 07/30/12 08/05/12 F | <u>Spots/Week</u> <u>Rate</u> 1 \$4,650.00 | Rating 0.00 |
| 16 KSDK 08/06/12 08/06/12 Olympics Prime | | imetimM :30 |
| Olympics Prime | - 7 1 | 1 \$4,000.00 Fig. 1 \$4,000.00 |
| Start Date End Date Weekdays | Spots/Week Rate | Rating |
| Week: 08/06/12 08/12/12 M | 1 \$4,650.00 | 0.00 |

Totals 39 \$35,275.00